

Message Text

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PAGE 01 TOKYO 00355 110757Z

ACTION EA-09

INFO OCT-01 EUR-12 ISO-00 CU-04 PA-02 PRS-01 CIAE-00

INR-07 NSAE-00 /036 W

-----110759Z 001404 /21

R 110743Z JAN 77

FM AMEMBASSY TOKYO

TO USIA WASHDC

INFO SECSTATE WASHDC 4631

SECDEF WASHDC

CINCPAC HONOLULU HI

AMEMBASSY SEOUL

AMEMBASSY BRUSSELS

UNCLAS TOKYO 0355

USIAC

E.O. 11652: N/A

SUBJECT: SANKEI SURVEY ON NATIONS LIKED

REF: TOKYO 17067

CINCPAC FOR POLAD; BRUSSELS FOR USIS/USEC; SEOUL FOR USIS

1. THE SUBJECT SURVEY, WHICH THE DAILY "SANKEI" RUNS SEVERAL TIMES A YEAR AND WHICH WAS CONDUCTED MOST RECENTLY ON DECEMBER 24 REACHING 972 RESPONDENTS IN TOKYO AND OSAKA, IS A ROUGH INDICATOR OF THE IMAGE OF FOREIGN NATIONS NAMED. REPORTED IN THE JANUARY 7 "SANKEI," THE SURVEY FOUND THAT HIGHER FAVORABLE RATINGS FOR THE U.S. AND EUROPEAN NATIONS IN THE OCTOBER POLL REPORTED IN THE REFTEL WERE SUSTAINED AND EVEN FURTHER IMPROVED IN THIS LATEST POLL--PERHAPS INDICATIVE OF A TREND TOWARD GREATER IDENTIFICATION WITH OTHER ADVANCE INDUSTRIAL STATES. NO "DISLIKE" QUESTION WAS ASKED THIS TIME. INSTEAD RESPONDENTS WERE ASKED WHAT COUNTRIES THEY WOULD LIKE TO VISIT, WITH SWITZERLAND, THE U.S. AND FRANCE COMING OUT AHEAD AS TRAVEL

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DESTINATIONS.

2. THE ABBREVIATED RESULTS:

COUNTRIES LIKED WOULD LIKE

10/76 12/76 TO VISIT

SWITZERLAND 36 39 24

AMERICA 35 37 14

FRANCE	28	30	11
ENGLAND	18	22	5
CANADA	12	11	5
AUSTRALIA	12	11	4(PLUS N.Z.)
WEST GERMANY	9	12	2
ITALY	6	10	3
CHINA	3	8	3

FOR THE FIRST TIME SEVERAL OTHER EUROPEAN NATIONS WERE MENTIONED:
HOLLAND (5 PERCENT), SPAIN (4), AUSTRALIA (3), GREECE (2), DENMARK
(2) AND NORWAY (1). AWARENESS OF THESE NATIONS MAY HAVE INCREASED
DUE TO MORE JAPANESE TRAVEL TO EUROPE. NO ASIAN NATION BESIDES
CHINA GOT MORE THAN ONE PERCENT.

3. THE PRIMARY REASONS GIVEN FOR WISHING TO VISIT THE NATIONS
NAMED WERE TO SEE THEIR NATURAL AND SCENIC BEAUTY (52), TO SEE
THEIR CUSTOMS, ARTS AND CULTURE (28), BECAUSE OF INTEREST IN THEIR
HISTORY (19), AND BECAUSE RESPONDENTS LIKE THE CHARACTER OF THE
NATIONS (15).
MILLER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: FOREIGN RELATIONS, PUBLIC OPINION POLLS
Control Number: n/a
Copy: SINGLE
Sent Date: 11-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TOKYO00355
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770009-1170
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770161/aaaacblq.tel
Line Count: 81
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ea052fdb-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 TOKYO 17067
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 15-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3621500
Secure: OPEN
Status: NATIVE
Subject: SANKEI SURVEY ON NATIONS LIKED
TAGS: PFOR, SOPN, JA
To: USIA
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/ea052fdb-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009